

*Life Long*

FEB 28 1944

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5	12	13	14	15	16	17
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26	27	28	29	30	31	

FRANCES HUGHES, *Editor*

6 WEST 52nd STREET

Eldorado 5-3693

NEW YORK, N. Y.

## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, FEBRUARY 28, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On Through Mar. 3	SPRING TOILET GOODS SHOW	DALIAS COSMETICS' CLUB	BAKER HOTEL DALLAS, TEXAS
	This cosmetic show will follow the Dallas Gift Show so that buyers may attend both with a minimum of time and travel. This is the 4th Toilet Goods Show held at Dallas, and ranks second in the United States with regard to attendance. Another link in the convincing chain of Dallas' growing reputation as a Style and Beauty Center. Contact: Lucy Mitchell, Baker Hotel, Dallas, Texas.		

### PRESS OPENINGS OF THE LEADING CUSTOM-MADE COLLECTIONS

Showings of the custom-made Dress Collections of the leading creators are open only to those members of the Press who have been notified and invited.

Monday.....	<u>SAKS 5TH AVENUE</u>	611 5TH AVE.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Feb. 28	At 3:00 P.M.			
Tuesday....	<u>MILGRIM'S</u>	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Feb. 29	At 10:30 A.M.			
Wednesday...	<u>HATTIE CARNEGIE</u>	42 EAST 49TH ST.	PUBL.: JOSEPHINE HUGHES	WI. 2-2600
Mar. 1	At 2:30 P.M.			
Thursday....	<u>HENRI BENDEL</u>	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Mar. 2	At 10:30 A.M.			
Thursday....	<u>BONWIT TELLER</u>	721 5TH AVE.	PUBL.: BETTINA VIGLEZE	EL. 5-6800
Mar. 2	At 3:00 P.M.			

Monday	PRESS PREVIEW:	BLOOMINGDALE'S	GREEN ROOM
Feb. 28	SPRING MILLINERY		3RD FLOOR
10:30 A.M.	The Lil Picard Collection. Press by invitation. Publicity: Karen Hollis, VO. 5-5900.		

✓ Feb. 28 SAKS 5TH AVENUE'S SPRING SHOWING FOR THE PRESS. See above for details.

Monday	FASHION SHOW	ALICE OROVAN	ST. REGIS HOTEL
Feb. 28	AT LUNCHEON	(23 E. 57TH ST.)	IRIDIUM ROOM
1:00 P.M.	Open to public. Press by invitation. Luncheon from \$1.85. Contact: Alice Orovan, RE. 7-3767. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.		

Monday	PRESS PREVIEW:	R. H. MACY & CO.	KITCHENWARES
Feb. 28	"KITCHEN OF TOMORROW"		BASEMENT
2:00 P.M.-	A first glimpse of a complete post-war kitchen with the most modern equipment perfected to date. Worth a look. Publ.: Etta Loughran, CH. 4-2000.		
6:00 P.M.			

Beginning Monday	GLOVE MAKING COURSES OPEN	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Feb. 28	Special Pre-Easter Course in custom glove making under the direction of Mrs. Edith M. Hummel, Viennese authority. Preparing and stretching of skins, designing, styling, handstitching and individual fitting are included. Both day and evening classes. For further information, contact: Dorothy Tyroler, CO. 5-2077.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Mar. 1- Mar. 21	ART EXHIBIT BY PERTERDI Perterdi is a combination of Saroyan and Dali, painting naively but with craftsmanship. This is his third one-man-show since he came over from Europe in 1939. His paintings are already a collectors' item. Contact: Norlyst Gallery, CI. 7-7427.	NORLYST GALLERY	59 WEST 56TH STREET
Wednesday Mar. 1- Apr. 30	EXHIBIT: THE AMERICAN SNAPSHOT The photography department of the Museum of Modern Art, is presenting an exhibit of Snapshot Photography assembled from thousands of original amateur prints, over a period of years. Interesting to all camera fiends. Open to public, free. Publicity: Sarah Newmeyer, CI. 5-8900.	EASTMAN KODAK CO.	MUSEUM OF MODERN ART 11 WEST 53RD STREET
✓ Mar. 2	BONWIT TELLER'S SPRING SHOWING FOR THE PRESS. See page 1 for details.		
Thursday ✓ Mar. 2 10:30 A.M.	PRESS PREVIEW: SPRING FASHION COLLECTION This is the annual Spring Collection of Bendel Originals. Press by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
Thursday Mar. 2 12:30 P.M. Luncheon	PUBLICISTS' LUNCHEON GLORIFYING TEXAS Texas has the reputation for having capitalized its publicity better than any other state in the union. The publicists in New York, have invited a number of outstanding Texans to give the lowdown on how Texas crashed the limelight. Speakers to be announced. Open to public. Luncheon, \$1.50. Publicity: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Thursday Mar. 2 1:00 P.M. Luncheon	THREE SPRING COLLECTIONS An important luncheon show, combining first showings for Spring by three high style sources. Custom-made clothes by Mme. Lyolene; Ready-to-wear by Mme. Et La Jeune Fille; and some exciting new pelts by Fromm. Open to public. Press by invitation. Luncheon, \$2. Publicity for costumes: Mrs. Potter, PL. 3-1085; Furs: Zan Diamond, MU. 3-4350; Plaza Publicity: Alma Zaiss, PL. 3-1740.	MME. LYOLENE MME. ET LA JEUNE FILLE FROMM PEDIGREED FURS	PLAZA HOTEL PERSIAN ROOM
Thursday Mar. 2- Mar. 15	DISPLAY OF EARLY AMERICAN POSTERS This is a rediscovery of early Americana in posters from 1830-1880. A fascinating exhibit showing the crude beginnings of American humor, circus comedy and political criticism through art. 30 different examples shown, and worth a look. Free to the public. Open daily, 11:00 A.M.-6:00 P.M. Contact: Norlyst Gallery, CI. 7-7427.	NORLYST GALLERY	59 WEST 56TH STREET
Friday Mar. 3 3:15 P.M.	COOKING SCHOOL: "MEATLESS MEALS" The theme of this cooking lesson is how to get along without using your meat points. Lecturer, Elsa Steinberger, Brooklyn Union Gas Co. Open to public free. Press invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Mar. 4 10:30 A.M.	"TRICKS FOR TEENS" MEETING & FASHION SHOW Easter Fashion Show with guest stars and entertainment for teen-agers. They, their parents and the press, invited. Publ.: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Monday Mar. 6 11:00 A.M.	SPRING SHOE COLLECTION Press by invitation only. Publicity: Viola Shefer, PL. 3-2116.	DELMAN OF BERGDORF GOODMAN	754 5TH AVENUE
Monday Mar. 6 1:00 P.M. Luncheon	EASTER HAT FASHIONS AT LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publ.: Mildred Kaldor, WI. 7-9600. St. Regis Publ.: M.A. Rice, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL IRIDIUM ROOM
Monday Mar. 6 1:00 P.M. Luncheon	TROUSSEAU SHOW IN WOOL This Bridal Trousseau showing looks like a trend-setter, with fine woolens replacing the customary silks. Press, strictly by invitation. Lord & Taylor Publicity: Eleanor Hillebrand, WI. 7-3300. Bureau of Fashion Trends Publicity: June Hamilton Rhodes, WI. 7-7476.	LORD & TAYLOR AND BUREAU OF FASHION TRENDS	JR. LEAGUE CLUB HOUSE 221 EAST 71ST STREET
Monday Mar. 6 8:00 P.M.	WOMEN FOR VICTORY Awards will be presented to American and Soviet heroines of home front and battlefield. Preview of American home equipment to be sent to the Soviet. Also, music and drama features by radio, stage and screen stars. Tickets on sale at Carnegie Hall, 65¢-\$2.20. Publ.: Muriel Draper, MU. 3-2082.	NAT'L COUNCIL OF AMER- ICAN-SOVIET FRIENDSHIP	CARNEGIE HALL 7TH AVE. & 57TH ST.
Monday Mar. 6	EXHIBIT: HIGH SCHOOL ART 12,000 entries of 15 different classifications of art, including oil, charcoal, photography, hand prints and battlefield art work, all done by high school students; awards will be given on Monday, Mar. 13th for the best pieces of art. Publicity: Miss Raices, CH. 4-2000.	R.H. MACY & CO., INC. AND SCHOLASTIC MAGAZINE	7TH AVENUE BUILDING 5TH FLOOR
Monday Mar. 6- Mar. 18	42ND ANNUAL TOY FAIR For further information, Contact: Mr. H. D. Clark, GR. 5-6686.	TOY MFRS. ASSN. OF U.S. (200 FIFTH AVENUE)	McALPIN HOTEL AND SHOWROOMS AT 200 5TH AVE. & 1107 BROADWAY
Tuesday Mar. 7 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Jonai Publ.: Mr. Nathan, PL. 5-5430. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	JONAI, INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Mar. 7 Wednesday Mar. 8	2-DAY STYLE CONFERENCE Members of men's, women's, and children's Shoe Committee of the N.S.R.A., together with manufacturers, representatives and members of the trade and press will participate in a conference, the theme of which is, "What Will We Do With Victory?" Contact: L. E. Langston, AS. 4-9515.	NATIONAL SHOE RE- TAILERS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Mar. 8 1:00 P.M. Luncheon	SPRING FUR FASHIONS AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon a la carte. Dein Bacher Publ.: Miss Davis, PL. 8-0221. Waldorf Publ.: Ted Saucier, EL. 5-3000.	DEIN BACHER (WALDORF ASTORIA)	WALDORF ASTORIA HOTEL SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 28-	NEW YORK GIFT SHOW	NATIONAL GIFT AND ART ASSOCIATION	PENNSYLVANIA HOTEL NEW YORKER HOTEL
✓ Mar. 3	A wide-range display of available giftwares and decorative accessories. Staged at 2 hotels because of huge crowds anticipated. Buyers and trade invited. George F. Little Management, AS. 4-3161.		
✓ Feb. 29	MILGRIM'S SPRING SHOWING FOR THE PRESS. See page 1 for details.		
Beginning Tuesday	SIX LECTURE COURSE IN HOME SEWING	THE NAMM STORE AND ADVANCE PATTERN CO.	COLONIAL ROOM 3RD FLOOR
✓ Feb. 29	The theme of the 1st lecture in this series, Tuesday, Feb. 29, 10:00 A.M. & 3:30 P.M. is "Sew Easy To Make"; Wednesday, Mar. 1, 10:00 A.M. & 3:30 P.M., "Sew Nice to be Home In"; Friday, Mar. 3 and Saturday, Mar. 4, 10:00 A.M., "Sewing Tricks for You and Yours"; Tuesday, Mar. 7, 10:00 A.M. & 3:30 P.M., "Sew Casual and Sportswear Too"; Wednesday, Mar. 8, 10:00 A.M. & 3:30 P.M., "Make It Do and Be Smart Too"; Friday, Mar. 10 and Saturday, Mar. 11, 10:00 A.M., "Trim Tailoring for Dates and Dinners." Lectures and demonstrations by Drucella Lawrie. Press and public invited, free. Publicity: Rhoda Friedman, TR. 5-5700.		
✓ Tuesday Feb. 29 12:30 P.M. Luncheon	SUMMER CLOTHES, FABRICS AND ACCESSORIES	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
	Comments by Amy Fagan, Stylist for Women's Apparel, R.H. Macy, highlighting fabrics and fashions of 1944. Luncheon, \$1.75, including tip. Open to members; guests limited to two. Contact: The Fashion Group, Inc., CI. 7-1734.		
✓ Tuesday Feb. 29 1:00 P.M. Luncheon	MILLINERY AT LUNCHEON FASHION SHOW	ERIK OF PARIS (15 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Erik feels strongly that Green is a leading Spring color around which many hats in this collection are designed. Open to public. Press by invitation. Luncheon a la carte. Contact: Erik of Paris, PL. 3-6607. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
✓ Tuesday Feb. 29 4:00 P.M.	PRESS PREVIEW: CUSTOM ORDER FASHIONS	ELSA HIGGINS	SALON 757 MADISON AVENUE
	This is the postponed showing of strictly American custom-made and ready-to-wear dresses and suits to be shown to the press. Attendance by invitation. Contact: Elsa Higgins, RE. 7-0455.		
✓ Tuesday Feb. 29 4:00 P.M.	COLOR FILM: MEXICO "TEQUILA COCKTAIL" WEARABLES	MARVIN TEXTILE ASSOCIATES	EMPIRE STATE BUILDING ROOM 2415 "LITTLE THEATRE"
	A new Audio-Visual motion picture in natural color, introducing a unique merchandising idea, in line with the currently alive Mexican fashion trend. This showing is for the textile trade and Press. Other merchandise groups by appointment. Contact: Ruth Joan Schoenberg, PE. 6-9434.		
✓ Tuesday Feb. 29 9:00 P.M.	PRIVATE VIEW OF ART UNDER TURKISH REPUBLIC	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
	This is a private preview for invited guests. Public invited beginning Wednesday, March 1st. Included besides paintings are mosaics, ceramics, textiles, rugs, etc. Publicity: Charlotte Hughes, RH. 4-7690.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 29	NEW INTERIOR DESIGNED BY DOROTHY DRAPER	KERR'S DEPART- MENT STORE	OKLAHOMA CITY, OKLAHOMA
	First time Dorothy Draper, decorator, has designed a store interior. There will be a formal opening ceremony, introducing Kerr's "Pin-Up Girl," with lots of fanfare. Publicity: Rosemary Sheehan, CO. 5-3147.		
Tuesday Feb. 29, Mar. 1	ANNUAL MEETING	AMERICAN RETAIL FEDERATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	Discussion of business on cartel basis as against free trade to be discussed at this annual meeting. Participating will be a number of outstanding retail personalities including Beardsley Ruml, Senator Robert Taft, Congressman A. S. Monroney. Discussions on simplified O.P.A. formulae and other subjects of interest to national retailers. Contact: Charles Blaine, 1627 K Street, N.W., Washington, D. C.		
Wednesday Mar. 1 9:30 A.M.	PRESS BREAKFAST & SPRING PREVIEW OF FASHIONS	DE PINNA	650 FIFTH AVENUE
	Selective interpretations of Spring in all Fashion departments. Press, strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.		
Wednesday Mar. 1 1:00 P.M. Luncheon	SPRING FASHIONS SEEN AT LUNCHEON	MIRIAM LANDEY (22 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Day-dresses, suits and coats to be worn for spring will be presented. Open to public. Press by invitation. Luncheon a la carte. Contact: Miriam Landey, RE. 7-1310. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Mar. 1	HATTIE CARNEGIE'S SPRING SHOWING FOR THE PRESS.	See page 1 for details.	
Wednesday Mar. 1 3:00 P.M. Thursday Mar. 2 3:00 P.M., 7:00 P.M.	SERIES OF GARDEN FORUMS	BLOOMINGDALE'S	GREEN HOUSE 7 TH FLOOR
	Spring is on the way and planting time raises a number of questions about the care of gardens, etc. Again, the government, through the C.D.V.O. is interested in getting us to plant as much food as possible. The Greater N. Y. Garden Council will give instruction at these Bloomingdale's Garden Sessions, on "How to make the garden grow." Press and public invited, free. Publicity: Karen Hollis, VO. 5-5900.		
Wednesday Mar. 1	OPENING RED CROSS WAR FUND DRIVE	1944 RED CROSS WAR FUND	ALL OVER THE COUNTRY
	Plans being made now in department stores all over the country to cooperate with Red Cross in opening the 1944 fund raising campaign. In N.Y., leaders of the Apparel industry are acting as chairmen in about 30 branches of men's and women's apparel. Stores wishing to collaborate, call Mrs. Harry Rosenblatt, Chairman, Apparel Section of the Red Cross Commerce and Industry Committee, BR. 9-2104.		
Wednesday Mar. 1- Apr. 15	4TH ANNUAL SEWING CONTEST	NATIONAL NEEDLE- CRAFT BUREAU	ALL OVER THE COUNTRY
	The purpose of this contest is to encourage creative design and careful sewing of clothing. First there will be local winners and later, national winners in the finals to be held in the latter part of May. National war bond prizes will be given and national winners will be announced at a press party and fashion show early in June; plans to be announced later. There will be newspaper, magazine, and radio tie-ups and country-wide store cooperation. Entry blanks will be found in stores' fabric and pattern departments. Publicity: Gwen McKenna, EL. 5-5580.		

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Thursday Mar. 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Macy's seasonal spring display to which the press may come, by invitation. Open to public. Luncheon, \$2. Macy Publicity: Kay Inglis Jones, CH. 4-2000; Plaza Publicity: Alma Zaiss, PL. 3-1740.	R.H. MACY & CO., INC.	PLAZA HOTEL PERSIAN ROOM
Thursday Mar. 9 3:30 P.M.	PRESS PREVIEW: SPRING ORIGINALS A small and choice collection of original gowns and costumes in Paule Madoc's inimitable French manner, presented in association with Marcelle Milliet. Hats by Germaine Vittu. Press, strictly by invitation. Publicity: Anna T. Moore, ST. 9-6000.	MME. PAULE MADOC	SALON 509 MADISON AVENUE
Sunday Mar. 12	NATIONAL SPRING RETAIL MILLINERY WEEK Retail stores the country over, will feature millinery windows and departmental displays. For promotional material, etc., contact: Seymour Mittlemark, CH. 4-6547.	MILLINERY STABILIZATION COMMISSION, INC.	ALL OVER THE COUNTRY
Monday Mar. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Spring Originals with the characteristic Collins' flair. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Harry Collins, PL. 3-9403. St. Regis Publ.: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.	HARRY COLLINS (647 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Mar. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon from \$2. Publicity: Miss Galbraith, PL. 3-9600; Pierre Publicity: Mary Alice Rice, RE. 4-5900.	DOBB'S PARK AVENUE	PIERRE HOTEL COTILLION ROOM
Monday Mar. 13	ART EXHIBIT Wonderful colorings of 28 of California's famous painters, including Will Foster, John Hubbard Rich, Stan Poray, Paul Lauritz, Duncan Gleason and others, represented by oils and water colors. Public invited. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S AND CALIFORNIA ART CLUB	ART GALLERY 4TH FLOOR
Monday Mar. 13	PUBLICATION DATE "GOODBYE MR. CHIPPENDALE" ALFRED KNOFF A first-rate debunking job of antiques, a kind of "Fashion is Spinach" about furniture. Traffic in precious antiques is described as patronage of the rubbish heap of Europe, by rich Americans. Sure to anger antique dealers, but nevertheless, a provocative, forward-looking point of view. Well worth reading. Publicity: Margaret Carson, MU. 2-2055.	ROBSJOHN-GIBBINGS	ALL BOOK DEPARTMENTS
Monday Mar. 13- Mar. 15 Fashion Show Mar. 14 8:30 P.M.	POST-WAR BEAUTY CONVENTION Theme of this show is how women will convert from war work to civilian beauty again. There will be events all day, including classes in coiffures as related to faces and fashions. Exhibits of all kinds, plus a coordinated fashion show of spring Hats and Accessories as styled to faces and hair. Open to members of trade and press. Publicity: A. Gail, CI. 7-6432.	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD STREET
Tuesday Mar. 14 11:00 A.M.	ADVANCE SPRING COLLECTION Tailor-mades, hand-knits and exclusive accessory originals. Press strictly by invitation. Publicity: Viola Shefer, PL. 3-2116.	HENRY À LA PENSEE	SALON 9 EAST 55TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Mar. 14 12:30 P.M. Luncheon	LUNCHEON MEETING  Speakers to be announced. Luncheon, \$1.65, including tip. Open to members and friends. Publicity: Mrs. Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Tuesday Mar. 14 1:00 P.M. Luncheon	DRAMATIC FASHION SHOW OF HATS  There is always showmanship in a Florell millinery presentation. Open to public. Press by invitation. Luncheon a la carte. Florell Publ.: Mr. Fredericks, PL. 5-0895. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Mar. 14 1:00 P.M. Luncheon	EASTER STYLES AT LUNCHEON SHOWING  Open to public. Press by invitation. Luncheon from \$2. Russeks Publ.: Beatrice Castle, WI. 7-1900. Pierre Publ.: Mary Alice Rice, RE. 4-5900.	RUSSEKS 5TH AVENUE	PIERRE HOTEL COTILLION ROOM
Wednesday Mar. 15 1:00 P.M. Luncheon	"COVER GIRL" FASHION SHOW  Open to public. Press by invitation. Luncheon a la carte. Saks Publ.: Eleanor Lambert, PL. 5-8580. Waldorf Publ.: Ted Saucier: EL. 5-3000.	SAKS 5TH AVENUE	WALDORF ASTORIA HOTEL SERIAL ROOM <i>Sur Room</i>
Thursday Mar. 16 1:00 P.M. Luncheon	SPRING SHOWING: FURS, HATS AND ACCESSORIES  A Spring collection featuring careful needlework and exclusive fabrics in custom-made originals and hand-made pure silk blouses. Also, a small collection of ready-to-wear costumes, furs, hats and accessories, all by Stein & Blaine. Open to public. Press by invitation. Luncheon, \$2. Publicity: Alma Zaiss, PL. 3-1740.	STEIN & BLAINE (15 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Mar. 16 Friday Mar. 17 10:00 A.M., 2:00 P.M.	ANNUAL FUR FASHION PROMENADE  This fur designer always adds showmanship to his collection of furs. Generally, Hollywood star names and other arresting tie-ups are included, and collateral newspaper, motion picture, and magazine promotion back the show. Sol Vogel fur originations include high-style and popular-priced models. Open to fur buyers, manufacturers, fur trade and press. For further information, contact: Sam Hersh, PE. 6-7426.	SOL VOGEL (FUR DESIGNER) (330 SEVENTH AVENUE)	GOVERNOR CLINTON HOTEL 7TH AVE. AT 31ST ST.
Saturday Mar. 18 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW & ENTERTAINMENT  A fashion show, directed by Ann Lauren, with models by Charles Armour, William Bloom, Anthony Blotta, I.J. Fox, Fox-Brownie and others. Personalities from radio, stage and screen will entertain. Dancing after the show. Tickets from \$1.10-\$8.80. Contact: Mrs. Gustave Hartman, AL. 4-8300.	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Monday Mar. 20 1:00 P.M. Luncheon	SPRING DRESS FASHIONS AT LUNCHEON SHOWING  Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mimi Tuthill, PL. 3-8259. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Mar. 21 1:00 P.M. Luncheon	SPRING FASHION PRESENTATION  Spring and Summer prints, town suits, pure silk shantungs and dinner clothes. Open to public. Press by invitation. Luncheon a la carte. Peggy Roth Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEGGY ROTH (400 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Mar. 22 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Sportswoman Publ.: Miss Miller, PL. 3-2544. Waldorf: Ted Saucier, EL. 5-3000.	SPORTSWOMAN, INC. (25 EAST 53RD ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Mar. 23 1:00 P.M. Luncheon	ATTRACTIVE SPRING ORIGINALS FEATURED The fashion press and public will review a collection of original Spring fashions at this luncheon showing. Press by invitation. Luncheon \$2. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300. Plaza Publ.: Alma Zaiss, PL. 3-1740.	JAY THORPE, INC. (24 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Sometime Between Mar. 25- Mar. 29	ANNUAL RECEPTION AND DINNER This year's guest of honor at the 45th anniversary of the National Jewish Hospital at Denver, will be Reagan P. Connally, President of Interstate Department Stores and recently resigned as head of the Consumer Division of the OPA. This widely attended charity affair always draws large crowds from the most important New York retailers and manufacturers. Details concerning the place, price of tickets, how obtained, etc. will appear in the next issue of FASHION CALENDAR. Contact: Mr. Houtz, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	TO BE ANNOUNCED
Monday Mar. 27 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: HATS AND GOWNS Open to public. Press by invitation. Luncheon from \$1.85. Mme. Pauline Publ.: Elizabeth Maher, EL. 5-4248. St. Regis: Mary Alice Rice, PL. 3-4500.	MME. PAULINE (6 E. 53 ST.) MARTHA LEVINE (501 MADISON)	ST. REGIS HOTEL IRIDIUM ROOF
Tuesday Mar. 28 1:00 P.M. Luncheon	PRESENTATION OF CRISP SUMMER COTTON FASHIONS Early summer play and town clothes of high fashion cottons, designed by Zachary Bogart. Open to public. Press by invitation. Luncheon a la carte. Cotton Shop Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP (543 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Mar. 29 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon a la carte. Kathleen Publ.: Mrs. Oliver Hoyt, VO. 5-3464. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.	KATHLEEN, INC. (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Mar. 29	26TH ANNUAL CONVENTION AND DINNER	NATIONAL KNITTED OUTERWEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 44TH STREET
Apr. 3	NO HOTEL FASHION SHOWS DURING HOLY WEEK.		
Tuesday Apr. 4- Apr. 6	NATIONAL SALES PROMOTION CLINIC A big-scale conference, attracting country-wide store promotion, advertising and publicity men, radio and newspaper executives. Open forum discussions on media, window displays and the place of radio in advertising. Also, a National open competition for retail store display men, awarding a prize to the winner. For more details, contact: Lelewellyn Harries, Manager of Sales Promotion Division of N.R.D.G.A. Publicity: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	NETHERLAND PLAZA HOTEL CINCINNATI, OHIO
Apr. 9	EASTER SUNDAY		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
About Apr. 10	NEW MARY LEWIS SHOP OPENS Mary Lewis, the wonder girl of the retail field is giving up her small shop in Rockefeller Center and will open a larger shop, formerly occupied by Grande Maison De Blanc, where she will carry play clothes, sportswear and a full assortment of women's, misses', juniors' and children's wear. The new Mary Lewis shop will have 6 floors, and by this move, Miss Lewis will climb into the Gold-Coast section of 5th Avenue, between The Tailored Woman and Delman Shoe Salon. She has been in business 4 years to the day of April 10th. This is her third location. She will still keep a small shop, on one floor of the Promenade at Rockefeller Center, carrying only play clothes and children's wear. Publicity: Rosemary Sheehan, CO. 5-3147.	MARY LEWIS	746 FIFTH AVENUE
Det ✓ Wednesday Apr. 12 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300; Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF ASTORIA HOTEL SERT ROOM
Sunday Apr. 16- Apr. 19	EXHIBIT OF FALL SHOE LINE	ST. LOUIS SHOE MFRS. & NEW ENGLAND SHOE & LEATHER ASSOCIATION	McALPIN HOTEL 34TH ST. & BROADWAY
Det ✓ Tuesday Apr. 18 1:00 P.M. Luncheon	This is to please the N. Y. Shoe Market which will join in providing the retail shoe industry with a concentrated Fall Market Week. This will enable quality firms to present a full-bodied display of better shoes and thus also establish shoe styles for the entire country. More details when the schedules for the Fall Market Week are announced.		
Det ✓ Friday Apr. 21	BRIDAL TROUSSEAU AND LINEN'S FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday May 2 1:00 P.M. Luncheon	ANNUAL CONFERENCE: HOSIERY INDUSTRY Details later, when announced. Contact: Mrs. Jellamy, MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Det Tuesday May 9 1:00 P.M. Luncheon	BODY MAKE-UP FOR BARE FASHIONS With summer bathing beaches in mind, this luncheon show will demonstrate the kinds of cosmetics the new bare fashions require. Open to the public. Press by invitation. Luncheon a la carte. Jay Thorpe Publicity: Murrow McCurnin, CI. 7-4300. Ritz Publicity: Marion Morrison, PL. 3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM
Det Monday May 22- May 27	BRIDAL GIFTS FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Jensen Publ.: Rosemary Sheehan, CO. 5-3147. Ritz Publ.: Marion Morrison, PL. 3-4600.	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM
	NATIONAL COTTON WEEK	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY
	This year's celebration, emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton in war, with emphasis on the new plastic finishes, water-repellant, flameproof and weather-resistant finishes for troop uses, and other exciting developments in cotton fabrics. More details later. To tie-in contact: Cotton-Textile Institute, WO. 2-0270.		

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Monday.... GILBERT & SULLIVAN REPERTORY AMBASSADOR THEATRE, 215 WEST 49TH ST.  
 Feb. 28 Cast includes Florenz Ames, Robert Pitkin, Roland Partridge and others.  
 Mon., Feb. 28, Tues., Feb. 29, "Pirates of Penzance" and "Cox and Box";  
 Thurs., Mar. 2, "Ruddigore"; Fri., Mar. 3, "The Yeomen of the Guard"; Sat.,  
 Mar. 4, Matinee, "Iolanthe"; Sun., Mar. 5, Matinee and Evening, "The Mikado";  
 Mon., Mar. 6, "Patience"; Fri., Mar. 10, "H.M.S. Pinafore" and "Trial by  
 Jury". Publicity: C. P. Greneker, CI. 6-9500.
- OPERAS FOR THE COMING WEEK, METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH ST.
- Beginning Mon., Feb. 28, Puccini's "Tosca", at 8:30 P.M.; Tues., Feb. 29, Verdi's  
 Monday "Aida", at 1:45 P.M.; Tues., Feb. 29, Wagner's "Goetterdaemmerung", at  
 Feb. 28 7:30 P.M.; Wed., Mar. 1, Verdi's "La Forza Del Destino", at 8:00 P.M.;  
 Thurs., Mar. 2, Strauss' "Der Rosenkavalier", at 8:00 P.M. Fri., Mar. 3,  
 Bizet's "Carmen", at 8:00 P.M. By popular demand. Sat., Mar. 4, Puccini's  
 "La Boheme", at 2:00 P.M.; Sat., Mar. 4, Wagner's "Tristan und Isolde", at  
 7:45 P.M.; Wed., Mar. 8, "Parsifal", at 7:00 P.M.  
 Publicity: Constance Hope, PL. 3-3390.
- Tuesday.... OPENING: "MRS. KIMBALL PRESENTS", 48TH ST. THEATRE, WEST 48TH STREET  
 Feb. 28 A modern comedy with Vicki Cummings, Michael Ames, Bruce Evans and others.  
 8:40 P.M. Written and directed by Alonzo Price. Costumes, Paul Du Pont. Publicity:  
 Fred Spooner, CH. 4-7693
- Tuesday.... AMERICAN RED CROSS RALLY, MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.  
 Feb. 29 This is to be a rally for the 18,000 volunteer workers who have made possible  
 the opening of the Red Cross War Fund Drive on March 1st. Under the direc-  
 tion of G.S. Eysell with a script by Ben Hecht. Contact: Red Cross War Fund,  
 BR. 9-2104.
- Wednesday.... OPENING: "THANK YOU, SVOBODA" MANSFIELD THEATRE, 256 WEST 47TH STREET  
 Mar. 1 For a change, a war-time comedy, taking place in Czechoslovakia during the  
 Nazi invasion. Starring performer, Sam Jaffe. Costumes, Rose Bogdanoff.  
 Publicity: Willard Keefe, CI. 7-5282.
- Thursday.... OPENING: "ALLAH BE PRAISED" FORREST THEATRE, 230 WEST 49TH STREET  
 Mar. 2 A musical comedy with John Hoysradt, Mary Jane Walsh, Shirley Ross and  
 others. Costumes, Miles White. Publicity: Karl Bernstein, CI. 6-0427.
- Thursday.... PREMIERE: "THE BRIDGE OF SAN LUIS REY" (Movie), CAPITOL, B'WAY AT 51ST ST.  
 Mar. 2 A United Artist picture of the famous novel, previously made several years  
 ago. The new version stars Francis Lederer, Lynn Bari and Akim Tamiroff.  
 Costumes, Reynaldo Luza. Publicity: Arthur Jeffrey, BR. 9-7300.
- Thursday.... PREMIERE: "UP IN ARMS" (Movie) MUSIC HALL, 6TH AVENUE AT 50TH STREET  
 Mar. 2 An RKO release. A "terrific" technicolor picture, according to all advance  
 reports. Danny Kaye at his best. Don't miss it. Directed by Elliott  
 Nugent. Publicity: Rutgers Neilson, CO. 5-6500.
- Thursday.... PREMIERE: "BRIGHT BOY" PLAYHOUSE THEATRE, 137 WEST 48TH STREET  
 Mar. 2 A new comedy with a modern war-time setting. Only one girl in a sizable cast  
 8:40 P.M. of men. Costumes, Watson Barratt. Publicity: Frank Goodman, MU. 2-7776.
- Friday.... PREMIERE: "JACK LONDON" (Movie) PALACE THEATRE, B'WAY AT 47TH STREET  
 Mar. 3 A United Artist picture, starring Michael O'Shea, Susan Hayward and others,  
 Costumes, Maria Donovan and Arnold MacDonald. Publicity: Arthur Jeffrey,  
 BR. 9-7300.
- W*  
 Friday.... PREMIERE: "VOICE IN THE WIND" (Movie), VICTORIA THEATRE, B'WAY AT 46TH ST.  
 Mar. 3/15 A United Artist picture starring Francis Lederer and Sigrid Gurie. This is  
 a gripping drama. Publicity: Arthur Jeffrey, BR. 9-7300. *Directed by Jean Negulesco, April 1*
- Friday.... PREMIERE: "SHINE ON HARVEST MOON" (Movie), STRAND THEATRE, B'WAY AT 47TH ST.  
 Mar. 10 A Warner Bros. picture with Ann Sheridan, Dennis Morgan, Irene Manning and  
 others. Based on the life of Nora Bayes. Costumes, Milo Anderson. Pub-  
 licity: Eve Siegel, CI. 6-1000.